

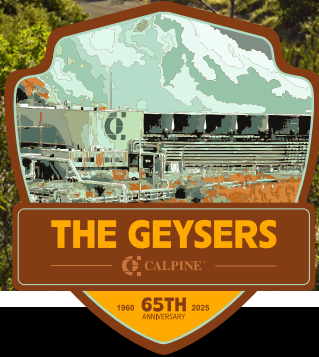
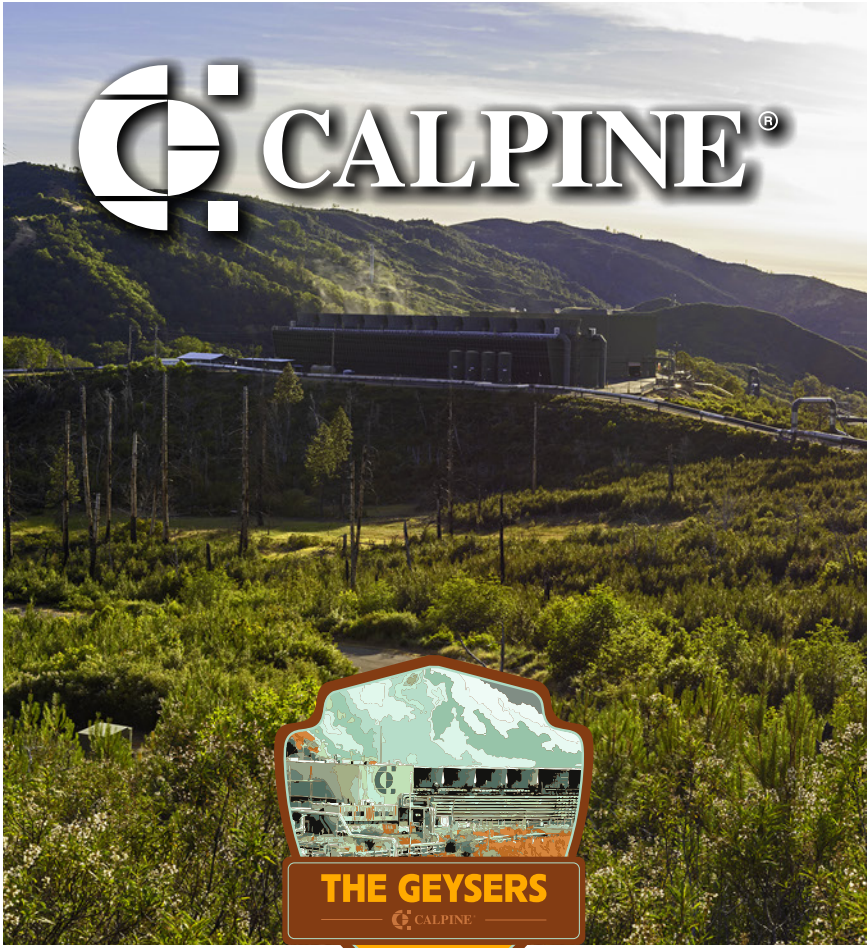


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Thank you for being part of the Middletown Area Merchants Association and for supporting the businesses that make Middletown, Cobb, and Hidden Valley Lake such special places to live and work.

Over the past few years, MAMA has continued to evolve alongside our community. What began as a small group of local business owners focused on connection has grown into an organization that actively supports local commerce, creates shared experiences, and advocates for a stronger, more resilient local economy. Through events like Christmas in Middletown, Movies in the Park, business mixers, and ongoing promotion of our members, MAMA has remained rooted in the belief that strong communities are built by people who show up for one another.

As we look ahead, our focus is clear: connection, collaboration, and capacity-building.

In the coming year, MAMA is committed to expanding opportunities for local businesses to work together in meaningful ways—whether that’s through cross-promotion, shared events, educational workshops, or stronger partnerships with local organizations and public agencies. We are placing renewed emphasis on helping businesses not just survive, but adapt and thrive in a changing economic landscape.

We also recognize that our community is made up of both long-standing local businesses and newer entrepreneurs who have chosen Lake County as home. MAMA aims to be a welcoming bridge between those groups—honoring the history of our region while supporting thoughtful growth and innovation.

Most importantly, MAMA remains a volunteer-driven organization powered by people who care deeply about this place. Our strength comes from participation—business owners, residents, and community members who are willing to lend their voice, their time, and their ideas.

Whether you are a longtime member, a new business owner, or someone simply looking for ways to support a thriving local economy, we invite you to get involved. Attend a mixer. Join a committee. Share your perspective. Together, we can continue building a connected, vibrant business community that reflects the heart of Lake County.



Thank you for supporting local.

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Front Cover Photo Credits

- *Water Basket is a collaboration between Middletown Rancheria of Pomo Indians of California, Callayomi County Water District, and the Middletown Art Center. It was initiated and produced by Middletown Art Center. Water Basket honors the Original people, their cultural heritage, and the ecology of the area. It also reflects the resilience, regeneration, and revitalization of the Middletown community as a whole, post Valley Fire.*
- *Gazebo in Middletown Square Park during Christmas in Middletown- North West Obsessed: Ester Ortel*
- *Aerial of Downtown Middletown- Anonymous (Thank you for all that you do for our community.)*
- *Middletown Community Market- Don Merrill, Market Manager*

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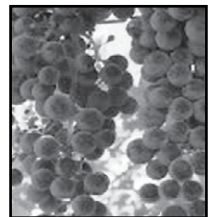
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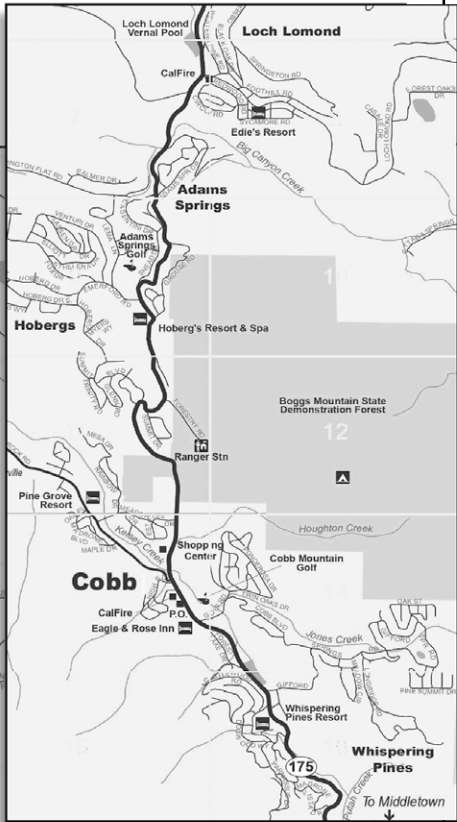
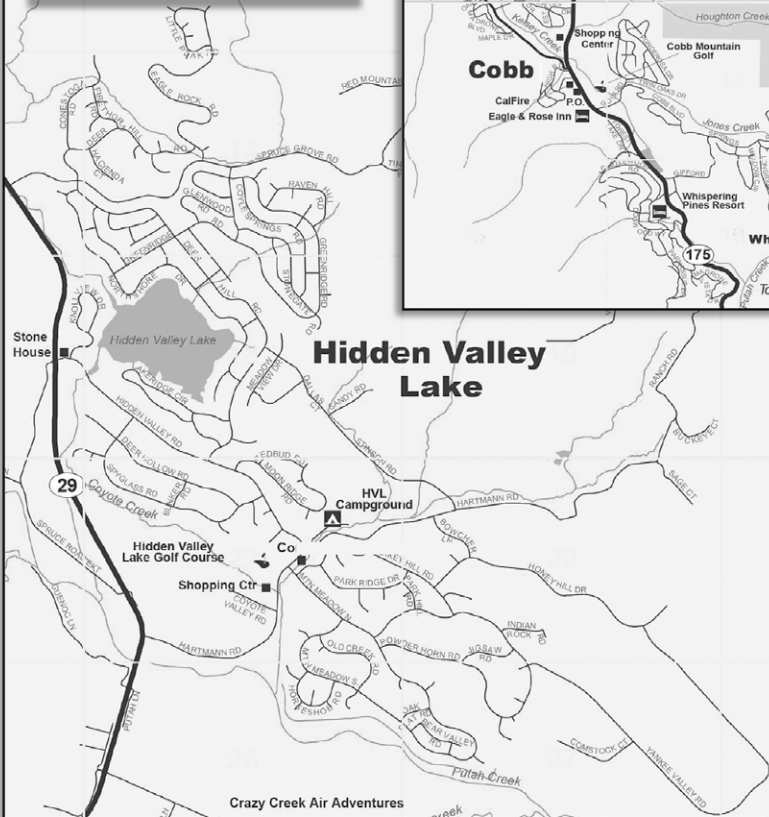
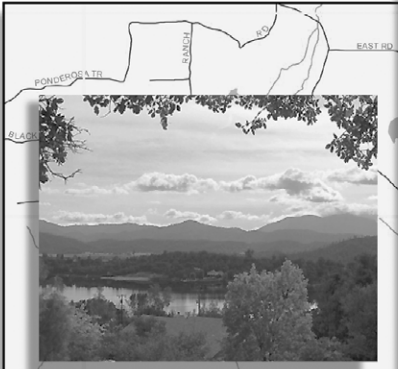
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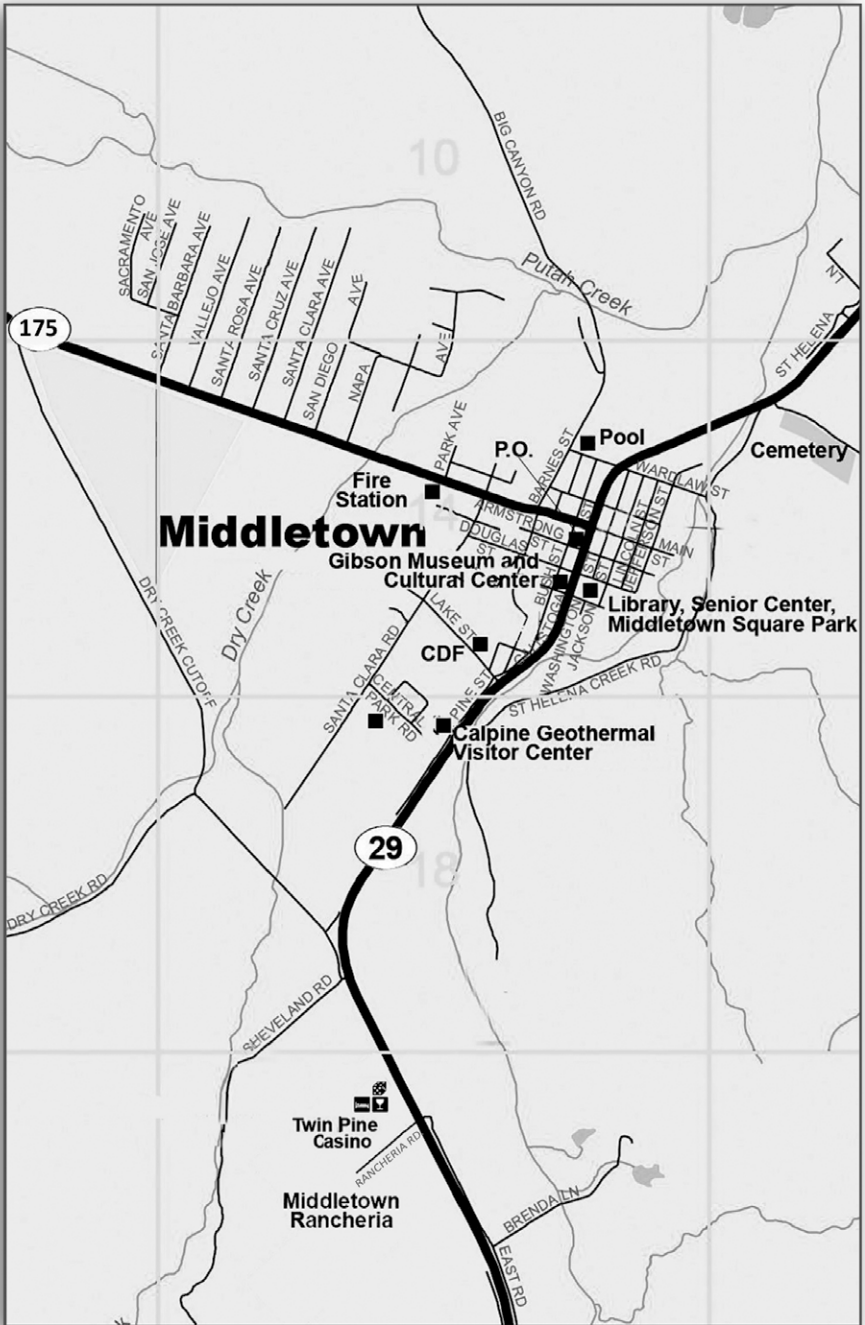
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backyardgardenoasis.com | |
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| 7805 Cache Creek Way, Clearlake
campclearlake.com | |
| Eagle & Rose Inn | 987-7330 |
| 21299 Calistoga Rd, Middletown
eagleandroseinn.com | |
|  Harbin Hot Springs | 987-2477 |
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www.harbin.org | |
|  Lazy J Ranch | 355-0227 |
| 22025 Callayomi Rd, Middletown
lazyj-ranch.com | |
|  Mandala Springs | 371-5022 |
| 14117 Bottle Rock Rd Cobb
Mandala.org | |
| The Fainting Couch | (888) 828-0688 |
| 16655 HWY 175 Cobb
faintingcouch.com/ | |
| Twin Pine Casino & Hotel | 987-0197 |
| 22223 CA-29, Middletown
faintingcouch.com | |

ADVISORY GROUPS

- | | |
|---|-----------------|
| Anderson Springs Home Owners Assoc. Inc. | 344-5530 |
| craigwaters@gmail.com | |
| Cobb Area Council | |
| cobbareacouncil@gmail.com | |
| Clear Lake Chamber of Commerce | 994-3600 |
| 14295 Lakeshore Drive Clearlake
clearlakechamber.org | |
| Hidden Valley Lake Assoc. | 987-3138 |
| memberservices@hvla.com | |

DIRECTORY - ALPHABETICAL

- Hope Crisis Response Network** **306-6767**
21277 Calistoga Rd, Middletown
hcrn.info
- MATH - Middletown Area Town Hall** **355-2762**
mathtownhall@gmail.com
- Middletown Sports Booster** **484-5078**
facebook.com/profile.php?id=61551786900232
- Phoenix Collaborative** **(320) 360-9180**
valleyfirephoenixrising@gmail.com
facebook.com/groups/ValleyFirePhoenixRising

ANIMAL SERVICES

- Middletown Animal Hospital** **987-2000**
21503 S. State Highway 29 Middletown
middletownvet.net

ARTS/ENTERTAINMENT

- Keep Well Kids Club** **349-1100**
PO Box 698, Middletown CA
keepwellkids.com
- Lake County Rural Arts Initiative** **278-4018**
PO Box 1321, Kelseyville
LCRAI.org
- Lake County Theatre Company** **295-6613**
PO Box 802, Lakeport
laketheatre.org
- Middletown Art Center** **809-8118**
21456 Hwy 175, Middletown
middletownartcenter.com
- The FINE ART Cafe** **295-6934**
PO Box 1362, Cobb
TheFINE-ArtCafe.org
- Toads Jump** **521-9029**
18155 Vintage Ct, Unit C, Middletown
toadsjump.com

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bgmtires@hotmail.com

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Hdgolfcarts.com
-  **Middle Earth Auto** **802-4993**
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middleearthauto.com
- Middletown Automotive Repair** **987-8807**
21157 Washington St, Middletown
- Technicare Diagnostic Shop** **987-9344**
18100 Vintage Ct, Ste D, Middletown
fitchmtnwrench@gmail.com
- Uncle Buddy's Pumps** **987-9000**
22223 South State Hwy 29, Middletown
unclebuddypumps.com

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-  **Beauty & The BLADE Cosmetic Parlour** **447-3277**
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beautyandthebladeparlour.com
-  **Beauty Bar Salon** **889-0663**
21108 Calistoga Rd Suite 5 Middletown
georji7@yahoo.com
-  **Brigitte Mellor, Independent Beauty Consultant** **529-8683**
MaryKay.com/Brigitte.Mellor
BrigitteMellor25@gmail.com
-  **Goddess of Youth** **987-3193**
21248 CA 175, unit 5, Middletown
www.vagaro.com/goddessofyouth
-  **LaDonn & Company Boutique Salon** **987-3193**
21248 Hwy 175 Suite 4, Middletown
ladonnmorgan@gmail.com
-  **Middletown Speakeasy Salon & Barbershop** **295-0449**
21152 Calistoga st suite 104, Middletown
middletown-speakeasy-salon-and-barbershop.square.site
- The Barbary** **479-5872**
17568 Spruce Grove Rd Unit D Hidden Valley Lake
Lakecountybarbers.com

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-  **Brink Creative** **791-5261**
 jennifer@brinkcreative.com
brinkcreative.com
-  **Business Design Services** **263-7073**
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BusinessDesignServices.com
- Color Design Signs** **987-0440**
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- Combs Consulting Group** **(833) 477-7648**
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combs.com
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lakecountyaedc.org
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-  **The-Mark Marketing Solutions** **341-0129**
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themarkonline.com
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whisperfinancial.sh
-  **Ybarra Events** **495-7367**
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ybarraevents.com

CEMETERY

 **Middletown Cemetery District** **987-0511**
 16357 Butts Canyon Rd, Middletown
middletowncemetery@att.net


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web@lakecountywebsites.com

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 **Armed Force Pest Control** **987-9828**
 18255 Vintage Ct, Ste D Middletown
Armedforcepest.com

Arrowhead Heating and Cooling **295-2276**
Arc61376@att.net

 **B.C. Home Inspections** **245-1851**
 6903 Plaza Terrace 1802, Lucerne
bchomeinspectionslc.com

 **Chuck Barron Construction** **815-7537**
 15653 Armstrong, Middletown

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goebelspoolandspa@gmail.com

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herorents.com

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Seymour Electric **369-6236**
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stevensonwater.com
- Upstart Energy** 413-0044
carol@upstartenergy.com
solarforhomeowners101.com
- Well Hung Garage Doors & Gates, LLC** 830-0207
18245 Boxwood Ct. Hidden Valley Lake
wellhunggaragedoorsandgates.net

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- Emergency Care Taining & Supply (ECTS)** 987-4859
PO Box 1605, Middletown
ECTSAmerica.com
- Lake County Campus of Woodland Community College** 995-7900
15880 Dam Rd Ext, Clearlake
lcc.yccd.edu

FINANCIAL/LEGAL

- Bookkeeping Star** 533-7405
sfbooks16@gmail.com
BookkeepingStar.com
- Heritage Bookkeeping LLC** 809-5343
PO Box 1228, Middletown
heritage-bookkeeping.com
- Law Office of Mary Heare Amodio** 263-5759
380 N Main Street, Ste J, Lakeport
lakeportprobateattorney.com
- Redwood Credit Union** 545-4000
16095 Main St, Lower Lake
redwoodcu.org
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21097 Calistoga Rd, Middletown
tcbk.com
- West American Bank** 987-8650
21058 Calistoga Rd, Middletown
westamerica.com

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- Calfire Boggs Mtn. Helitack** 928-5484

Calfire Cobb Station #62	928-5411
Calfire Cobb/Kelseyville	279-4924
Calfire Middletown	987-3122
South Lake County Fire Protection District	987-3089
South Lake Fire Safe Council	987-2763

FOOD/DRINK

Barbecue by Biasotti	688-9351
21208 Calistoga Rd, Middletown	
barbecuebybiasotti.com	
Beulah's Kitchen	987-0473
21147 Calistoga Rd, Middletown	
Buddha Thai Kitchen	987-8276
21037 Calistoga Rd, Middletown	
btkmenu.com	
Cakes and More	(480) 254-4809
cakeandmorecobb.com	
Cobb Mountain Pizza	928-4188
16295 Highway 175, Cobb	
facebook.com/p/Cobb-Mountain-Pizza-61552353992890/	
Greenview Restaurant	987-3146
19210 Hartmann Rd, Hidden Valley Lake	
hvla.com	
Grinders Steep	987-8810
21187 Calistoga Rd, Middletown	
grinderssteep.com	
Hardester's Markets	
21088 Calistoga St, Middletown	
16295 Hwy 175, Cobb	
18949 Hartman Rd, Hidden Valley	
hardestersmarkets.com	
La Mixte-ca Oax Inc	266-8244
21010 Hwy 29, Middletown	
lamixte_ca@yahoo.com	
Loch Lomond Roadhouse Bar & Grill	703-2890
10336 Loch Lomond Rd, Suite B, Middletown	
lochlomondroadhouse.net	
Mountain High Coffee & Books	928-0461
16295 Hwy 175, Ste C, Cobb	
mthickey.com	

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- No Bull Beekeeping** **295-8881**
 21373 State Hwy 175 Unit D #174, Middletown
nobullbeekeeping.com
- Noble's Saloon** **809-8115**
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noblessaloon.com
- Mugshots Espresso** **987-9156**
 18696 Putah Ln, Hidden Valley Lake
- Perry's Deli** **987-2416**
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perrysdeli.hrpos.heartland.us/menu
- R Vineyards** **355-2762**
 PO Box 1105, Middletown
rvineyards.com/home
- Rosales Market** **987-9416**
 21178 Calistoga Rd, Middletown
mondo.jr215@gmail.com
- Six Sigma Ranch & Winery** **994-4068**
 13372 Spruce Grove Road, Lower Lake
katelyn@sixsigmaranch.com
- Stonehouse** **809-8041**
 21118 Calistoga Rd, Middeltown
stonehousemiddletown@gmail.com
- The Henny Penny Catering Company** **295-2322**
 16595 Highway 175 Suite 106, PO Box 782, Cobb
thehennypennycateringcompany.com

GARDEN

- Star Gardens Nursery** **987-0998**
 21288 Washington St, Middletown
stargardens.biz
- Living Being Farms** **321-1876**
 19466 State Hwy 175 #1053, Middletown
livingbeingfarms.com
- T Smith Landscape Design** **799-8384**
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info@discoveryourlake.com
- Middletown Rancheria of Pomo Indians of CA** 987-3670
 22223 Hwy 29, Middletown
middletownrancheria-nsn.gov

HEALTH/FITNESS

- Anytime Fitness - Hidden Valley Lake** 987-9100
 18990 Coyote Valley R, Suite 20, Hidden Valley Lake
anytimefitness.com/gyms/2235/hidden-valley-lake-ca-95467
- Bower Chiropractic** 987-0354
 15784 Douglas St, Suite B, Middletown
bowerchiro.com
- Elevate Martial Arts** 295-7142
 21168 Calistoga Road, Middletown
tyrrellma.com
- Lake County Jazzercise** 295-0592
 15642 Armstrong St, Middletown
Jazzercise.com
- Stay in Touch Therapeutic Massage** 527-7829
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stayintouchwithnatasha.massagetherapy.com
- Sways on the Watertop** 972-1699
 12485 Ridge Rd, Cobb
swaysonthewatertop@gmail.com

HOSPITALS & CLINICS

- Adventist Health Clear Lake** 994-6486
 15630 18th Ave. Clearlake
adventisthealth.org/clear-lake
- Middletown Health Clinic** 987-3311
 21337 Bush St, Middletown
adventishealth.org
- Sutter Lakeside Hospital** 987-3311
 21337 Bush St, Middletown
adventishealth.org

LIBRARY

Friends of Middletown Library **987-3674**
 21256 Washington St, Middletown
friendsmiddletownlibrary@gmail.com

MEDIA

KPFZ 88.1 FM radio **263-3640**
kpzf@mchsi.com

Lake County PEG TV **994-8201**
lcptv@hotmail.com

Larson New Media/Lake County News **274-9904**
 P.O. Box 305, Lakeport
lakeconews.com

Record-Bee **263-5363**
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The Lake County Bloom **900-1258**
 10336 Loch Lomond Rd, #206, Middletown
lakecountybloom.com

MUSEUMS

Ely Stage Stop and Country Museum **274-8323**
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Historic Schoolhouse Museum **995-3565**
 16435 Main Street, Lower Lake

Historic Courthouse Museum **263-4552**
 255 N. Main Street, Lakeport

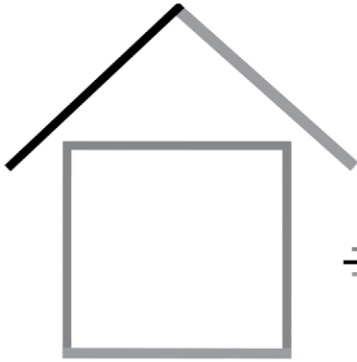
POOL

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	RE/Max Gold - The Pinnacle Group Jennifer Wall Shannon Williams 21162 Calistoga Rd, Middletown RealEstateinLakeCounty.com	888-1116 245-9235
	Jessica Elliott - Realtor PO Box 1512, Cobb jerrygully6@gmail.com	692-4300
	Kathy Crothers Realtor Century 21 Epic 18983 Hartmann Rd, Hidden Vly Lake Katheycrothersrealtor.com	355-0393
	Navigate Real Estate - Petra Bergstrom 18990 Coyote Valley Rd, Ste 14, Hidden Valley Lake homeslakecounty.com	272-5822
	NextHome Experience - Yvette Sloan 21037 Calistoga Rd, Middletown nexthomeyvettesloan.com	987-2003
	NextHome In The Valley - Sandy Tucker sandy.nexthome@gmail.com nexthomeinthevalley.com	328-7749
	Sterling Mortgage 1002 11th St, Lakeport sterlinglakecounty.com	263-5142
	Timothy Toye & Associates 16360 Hwy 175, Cobb 140 A North Main St, Lakeport teamtoye.com	928-6900

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	California Tendai Buddhists 21152 Calistoga Rd, Suite 201, Middletown caltendai.org	355-4477
	Cobb Mountain Community Fellowship	928-5156
	Hidden Valley Community Church 18160 Spruce Rd, Ext, Hidden Valley Lake hvvchurch@gmail.com	987-3510

- Jesus Christ Fellowship Church** **987-0888**
 21443 Pine St, Middletown
jesuschristfellowship.com
- Middletown Bible Church** **987-2556**
 20800 Hwy 29, Middletown
middletownbible.org
- Middletown Community United Methodist Church** **987-3379**
 15851 Armstrong St, Middletown
Middletownmethodist@gmail.com
- Our Lady of the Lake Catholic Mission** **987-3676**
 12836 Hwy 175, Loch Lomond
- Saint Joseph's Catholic Church** **987-3676**
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saintjoseph.middletown@gmail.com
- Seventh Day Adventist Church** **987-3582**
 21640 S Hwy 29, Middletown
ted.calkins@ncc.adventist.org
- The Rainbow Church of Living Light** **881-7573**
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rainbow.church

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 Knitwear Studio based in Anderson Springs.
Altalun.com
- Bee&Bliss at Home** **548-0359**
www.beeandblissathome.com
- Heal Thyself Gardens at The Cauldron** **296-9950**
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heal.thyselfgardens@gmail.com
- Hidden Valley Lake Grocery Outlet** **335-4534**
 18426 Hwy 29, Middletown
groceryoutlet.com
- Hospice Services of Lake County** **987-9747**
 21297 Calistoga Rd, Middletown **263-6222**
 1862 Parallel Drive, Lakeport **994-8830**
 14290 Lakeshore Dr, Clearlake **lakecountyhospice.org**

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- Farmers United** **809-5119**
 Middletown Square Park- Friday
farmersunitedlc.com
- Kanaa's Cuts & Craves** **210-7233**
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- Kingdom Games** **809-7461**
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 102 S Main St, Lakeport
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kingdomgames.us
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- Middletown Antiques** **987-2633**
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- Middletown Mercantile** **809-8030**
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facebook.com/koontzmercantile
- Thrift Town** **367-7223**
 21158 Calistoga Rd, Middletown
thrifttown95461@gmail.com
- Patrice's Bunkhouse** **349-6682**
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- Rainbow Ag Middletown** **987-9771**
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Valley Oaks **987-1004**
 info@valleyoaksdevelopment.com
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 ffboostersmiddletown@gmail.com

Middletown Sports Boosters 802-8855
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Backroad Hauling LLC 480-7203
 PO Box 1086 Middletown
 jgbackroadhauling@gmail.com

VETERANS' SERVICES

American Legion - Cobb 928-4958

Dept of Veterans Affairs Clearlake Clinic 995-7200

Lake County Veterans' Services 263-2384

VISITOR ATTRACTIONS

Calpine Geothermal Visitor Center 987-4270
 15500 Central Park Rd, Middletown
 geysers.com

Harbin Hot Springs 987-2477
 18424 Harbin Springs Rd, Middletown
 harbin.org

Hidden Valley Lake Golf Course 987-3035
 19210 Hartmann Rd, Hidden Valley Lake
 golfhvl.com

Lake County Historical Society **533-9990**
 9921 Soda Bay Rd, Kelseyville
lakecountyhistory.org

Twin Pine Casino & Hotel **987-0197**
 22223 Hwy 29, Middletown
twinpine.com

WATER DISTRICTS

Anderson Springs C.S.D. **987-0277**
ascsd.org/

Callayomi County Water District **987-2180**
 21282 Stewart St, Middletown
callayomiwater.com

Cobb Area Water District **928-5262**
cobbareawater.com

Hidden Valley Lake Community Svcs District **987-9201**
hvlcsd.org

WINERIES

Beaver Creek Vineyards **987-1069**
 21148 Calistoga Rd, Middletown
martinpohlwines.com

Fults Family Vineyards **690-0338**
 11441 CA-29, Lower Lake
fultsfamilyvineyards.myshopify.com

Langtry Farms LLC **995-7513**
 21000 Butts Canyon Rd, Middletown
langtryfarms.com

R Vineyards **355-2762**
 21735 Dry Creek Rd, Middletown
rvineyards.com

Six Sigma Ranch and Winery **994-4068**
 13372 Spruce Grove Rd, Lower Lake
sixsigmaranch.com

Wild Diamond Vineyards **353-5350**
 15015 Spruce Grove Rd, Hidden Valley Lake
wilddiamond.com

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